

THE IMPACT OF PRODUCT VARIATION, PRODUCT QUALITY, AND SERVICE QUALITY ON PURCHASE DECISION OF KO-KOPIAN PRODUCTS

Noah Jonathan Satria Wicaksono¹⁾, J.E Sutanto²⁾
Fakultas Manajemen dan Bisnis Universitas Ciputra^{1,2}
Email: njonathan@student.ciputra.ac.id¹, je.sutanto@ciputra.ac.id²

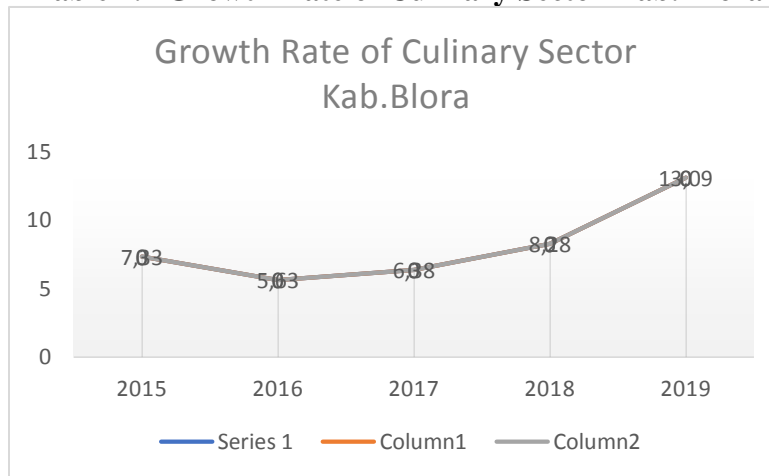
Abstract: The research which entitled "The Impact of Product Variation, Product Quality, and Service Quality on Purchase Decision of Ko-Kopian Products" has three objectives, that is, (1) knowing the impact of product variations on purchase decision of Ko-Kopian products, (2) knowing the impact of quality products on purchase decision of Ko-Kopian products, (3) knowing the impact of service quality on purchase decision of Ko-Kopian products. Ko-Kopian is a company that runs in the field of processed coffee beverage products. Product sale is carried out through offline store that is located in Cepu. This research uses quantitative method. The population that exists is the consumers who have bought and consumed products of Ko-Kopian. In this research, the sample that is used is 109 respondents. Data is collected through questionnaires that are distributed online. The data that is obtained is processed by using multiple linear regression analysis with SPSS program as helping tool. The results of this research are as follow: (1) Product variations have the effect significantly on purchase decision of Ko-Kopian products, (2) Product quality affects significantly on purchase decision of Ko-Kopian products, (3) Service Quality affects significantly on purchase decision of Ko-Kopian Products.

Keywords: *Product Variation, Product Quality, Service Quality*

1. Introduction

Cepu is a sub-district that is directly adjacent to the province of East Java in Blora Regency, Central Java. Cepu itself is famous for its culinary in the form of Chicken Opor, and as one of the sub-districts with the best teak producers in Central Java. The following is a graph of the growth rate of the culinary sector in Blora Regency.

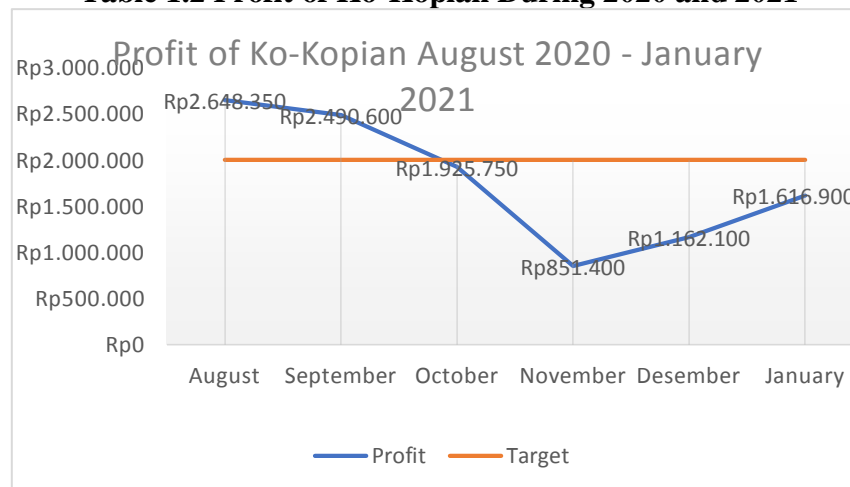
Table 1.1 Growth Rate of Culinary Sector Kab. Blora



Source: <https://blorakab.bps.go.id/indicator/52/103/2/laju-pertumbuhan-pdrb-menurut-lapangan-usaha-adhk.html>

Ko-Kopian is one of the companies in the food and beverages business sector with a focus on processed coffee products. Currently, Ko-Kopian has various signature menus, namely Low-Crime (processed banana milk coffee). The market segmentation of Ko-Kopian is the middle class. Ko-Kopian itself is present in Cepu starting from August 2020 until now. The following is a graph of the profit obtained by Ko-Kopian.

Table 1.2 Profit of Ko-Kopian During 2020 and 2021



Source: Processed Data 2021

The profit earned by Ko-Kopian starts from August 2020 to January 2021. Every month, it has a turnover target of Rp. 2,000,000.00. When Ko-Kopian first opened, in August 2020, in the first two months, the profit had exceeded the target that was set at the beginning. However, from September 2020 to November 2020 our profits always decrease, then in December 2020 to January 2021 it tends to start to slowly rise again.

There are 4 companies operating in the same sector as Ko-Kopian, including Beli Kopi, Terlanjur Nyaman, Tahan Banting, and Atap Brew House. The four companies have their own characteristics. In addition, Cepu itself also has its signature coffee drink, Kopi Kothok. Almost in every corner of the place in Cepu there is a small shop that sells kothok coffee. Based on Table 1.1 due to a decrease in the profit that Ko-Kopian gets, the researchers conducted a pre-survey of 30 consumers with the aim of seeing what factors influence purchasing decisions on products from Ko-Kopian. Based on a survey conducted by researchers, the biggest factor is product variation with 35%, then next is product quality with 27%, then the third is service from coffee shops with 15%, the fourth is price with 13%, and the fifth is the size of the drink with 10%. Based on the description above, a research entitled “The Impact Product Variation, Product Quality, And Service Quality On Purchase Decision Of Ko-Kopian Products”.

2. Research Method

The type of research used this time is the quantitative method. According to Fatihudin (2020) one method whose approach is objective, which includes quantitative data analysis and collection as well as using statistical test methods is called the quantitative method. Quantitative methods are used by researchers in research in order to test the hypotheses that have been made by researchers regarding the variables of product variation, product quality, and service quality to the purchasing decision variables. According to (Kuong et al., 2016) 5-point Likert Scale was used to measure the independent variable and dependent variable.

The independent variable in this research is down below :

1. Product Variation

Wahyuningsih (2019) states that the types of products provided to consumers so that they choose and buy are the meaning of product variations. In order to improve the performance of the company's products, the thing that needs to be monitored is the variation of a product, if the product is just the same or monotonous then the product will definitely lose in the market with other products (Ismi Faradisa, 2016). The indicators of product variation are :

- Size: the size of a cup used
- Price: the amount of costs that need to be spent to buy the product
- Appearance: a variety of product appearance
- Taste: various flavors in the product

2. Product Quality

It is stated by (Bahar et al., 2017) that the evaluation carried out thoroughly by consumers based on the goodness of a product or service based on its performance is called product quality. The performance of a product or service is a direct impact of product quality. There are indicators of product quality according to (Novriana et al., 2013) as follows:

- Performance: the product's ability to meet consumer needs
- Durability: the age of the product to be consumed before being replaced
- Product aesthetics: the appearance of the product has an attractive value

3. Service Quality

The characteristics, characteristics of services that have an influence on satisfying consumer needs are called service quality (Novriana et al., 2013). Service Quality Indicators according to (Novriana et al., 2013) are as follows:

- Guarantee: give a compliment when there is a defect in the product that is served
- Reliability: the services provided satisfy consumers
- Quick Response: service is quick to respond when there are complaints from consumers

In this research, the researcher used a method to take the number of samples by using the Slovin formula. According to (Supriyanto et al., 2017) the slovin formula is as follows:

Number os samples = $N / \{1+(N \times e^2)\}$

Description : N = Number of population

e = Standart Error = 0,05

Number of samples = $150 / \{1+(150 \times 0,05^2)\}$
= $150 / \{1+(150 \times 0,0025)\}$
= $150 / 1,375$
= 109 Respondents

The sampling technique described by the researcher above is non-probability sampling, and the method used is purposive sampling. According to Fatihudin (2020: 76) an individual or thing that is selected as a research sample because the researcher assumes that the individual or thing has the information needed for his research is called purposive sampling. The criteria of respondents is customer who have purchased Ko-Kopian more than twice.

3. Result and Discussion

3.1 Result

The subjects in this study were Cepu residents who had consumed products from Ko-Kopian and were aged 18-30 years and over. In this study, the researcher distributed 109 questionnaires to the respondents who, according to the researcher, had the criteria to become the research sample using the google form tool. The so-called independent variables in this study are product variation, product quality, and service quality, for the dependent variable is purchase decisions.

Table 3.1 Characteristics of Respondents

Variable		Frequency	Percentage
Gender	Male	49	45%
	Female	60	55%
Age	18-25 years	87	79,8%
	25-30 years	15	13,8%
	30-35 years	7	6,4%
	>35 years	0	0%

Source: Processed Data 2021

Characteristics of respondents amounted to 109 people. The result is 60 women and 49 men. At the age level 18-25 years as many as 87 respondents with a nominal percentage of 79.8%, aged 25-30 years with a total of 15 respondents with a nominal percentage of 13.8%, aged 30-35 years as many as 7 respondents with a nominal percentage of 6.4% , at the age of >35 years there are no respondents and the percentage is 0%.

Table 3.2 Product Variation Statistical Test Result

Variable	N	Minimum	Maximum	Mean	Standart deviation
X1.1	109	1.00	5.00	4,11	0,778
X1.2	109	3.00	5.00	4,07	0,716
X1.3	109	2.00	5.00	4,21	0,758
X1.4	109	2.00	5.00	4.11	0,741

Source: Processed Data (2021)

According to table 3.2, nominal $X1.1 = 4.11 \gg 4$ with a standard deviation of 0.778, then for $X1.2 = 4.07 \gg 4$ with a standard deviation of 0.716, for $X1.3 = 4.21 \gg 4$ with a standard deviation of 0.758, and the last item is $X1.4 = 4.11 \gg 4$ with a standard deviation of 0.741. Based on the description, the average value obtained for each variable is 4, where this shows that each product variation variable on average will have respondents who say they agree.

Table 3.3 Product Quality Statistical Test Result

Variable	N	Minimum	Maximum	Mean	Standart deviation
X2.1	109	1.00	5.00	4,11	0,778
X2.2	109	2.00	5.00	4,17	0,791
X2.3	109	3.00	5.00	4,20	0,677

Source: Processed Data (2021)

In table 3.3 there are three items to measure product quality variables. The value of X2.1 has an average of $4.11 \gg 4$ standard deviation value of 0.778, for X2.2 has an average of $4.17 \gg 4$ standard deviation value of 0.791, and the value of X2.3 has an average of $4.20 \gg 4$ the standard deviation value is 0.677, so that from the results of the description, each item in the product quality variable on average is 4, this shows that each item in the product quality variable on average will have respondents who say they agree.

Table 3.4 Service Quality Statistical Test Result

Variable	N	Minimum	Maximum	Mean	Standart deviation
X3.1	109	3.00	5.00	4,33	0,694
X3.2	109	2.00	5.00	4,27	0,756
X3.3	109	2.00	5.00	4,23	0,718

Source: Processed Data (2021)

The results from table 3.4 we can see that there are 3 items that measure service quality variables. The value of $X3.1 = 4.33 \gg 4$ standard deviation value of 0.694, then the value of $X3.2 = 4.27 \gg 4$ standard deviation value of 0.756, and the last item is $X3.3 = 4.23 \gg 4$ standard

deviation value of 0.718. Based on the description, the average for each item is 4, so this shows that each item in the service quality variable on average has respondents who say they agree.

Table 3.5 Descriptive Statistical Results Of Purchase Decision

Variable	N	Minimum	Maximum	Mean	Standart deviation
Y1	109	1.00	5.00	4,07	0,742
Y2	109	2.00	5.00	4,26	0,738
Y3	109	2.00	5.00	4,33	0,708

Source: Processed Data 2021

According to table 3.5 above, the purchase decision variable has 4 items that are used as a variable measuring instrument. The first is Y1 with an average value of 4,07 » 4 standard deviation value of 0.742, then the second is Y2 with an average value of 4,26 » 4 standard deviation value of 0.738, and the last one is Y3 with an average value of 4,33 » 4 standard deviation value of 0.708. These results show that the average obtained on each variable item has an average value of 4, where this shows that each purchase decision item on average will have respondents who say they agree.

3.2 Discussion

a. Effect of Product Variation on Purchase Decision

According to the results of all the tests above, the product variation variable has a significant impact on the product purchase decision variable from Ko-Kopian, therefore the researcher states that the purchase decision variable is determined by the product variation that can be accepted and found in this study. This is also supported by Wahyuningsih (2019) who said that every product variation added and carried out by the company's internals could increase the level of consumer purchasing decisions. The variety of products presented by the company makes it easy for consumers to determine which product to buy. With the many menu choices available at Ko-Kopian, product variations are no longer a problem for purchasing Ko-Kopian products. According to the results of the questionnaires that have been given, researchers can conclude that Ko-Kopian already provides a variety of products, so that this makes it easier for consumers to make choices in buying products from Ko-Kopian. The results obtained are that Ko-Kopian provides a variety of products expected by consumers.

b. Effect of Product Quality on Purchase Decision

In the above results, product quality has an impact on the purchasing decision variables for Ko-Kopian products, therefore the researcher states that the product quality variables in this study have a significant impact on purchasing decisions can or can be accepted. This statement is supported by Sejati et al. (2016) that all things offered to consumers to be used properly so that consumers get satisfaction from what they want and need is product quality. By paying attention to the quality of products from Ko-Kopian, it is ensured that every product offered to consumers is the best quality from Ko-Kopian. Based on the results of the

questionnaire that has been carried out, the quality of the product from Ko-Kopian has been able to provide satisfaction of the wants and needs of consumers so that it can attract consumer purchasing decisions from Ko-Kopian.

c. Effect of Service Quality on Purchase Decision

Based on the results of research that has been carried out by researchers, the decision to purchase Ko-Kopian products is due to factors of good service quality, responsiveness, and giving compliments to consumers who have errors in the products purchased. The researcher's statement is also confirmed by the research results of Nasution et al. (2018) which states that the level of excellence that the company expects, and control over this level of excellence is used so that the consumer's wishes are fulfilled, it is called service quality. According to the results of the questionnaire obtained, Ko-Kopian already has good service quality for all consumers who buy products from Ko-Kopian, so this can attract consumer purchasing decisions for Ko-Kopian products.

4. Conclusion

Based on the result of research that has been done, then conclusion obtained are :

1. In the X1 variable, namely product variations, it is proven that there is an impact on the Y variable, namely purchasing decisions. The first hypothesis is accepted based on it
2. Variable X2, namely product quality, has been proven to have an impact on variable Y, namely purchasing decisions. The second hypothesis is accepted based on this
3. Variable X3 is service quality, proven to have an effect on variable Y, namely purchasing decisions. The third hypothesis is accepted based on this

Suggestions for further research with the limitations of the existing Covid-19, I suggest that further researchers can maximize theses by interacting with supervisors more, and distributing questionnaires properly so as to obtain maximum results.

References

- Bahar, A., & Sjahrudin, H. (2017). pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan konsumen dan minat beli ulang.
- Fatihudin, D. (2020). Metodologi penelitian untuk ilmu ekonomi, manajemen dan akuntansi (edisi revisi). Zifatama Publisher, ISBN: 978-602-1662-59-5.
- Ismi, F., & Linda, L. (2016). Pengaruh thin capitalization, return on asset, dan corporate governance pada perusahaan Jakarta Islami Index (Jii). *Jurnal Ilmiah Mahasiswa Ekonomi Akuntansi*, 1(2), 150-165.
- Khuong, MN, & Duyen, HTM (2016). Personal factors affecting consumer purchase decision towards men skin care products a study in Ho Chi Minh City, Vietnam *International Journal Of Trade, Economics And Finance*, 7 (2), 44–50.
- Nasution, A. E., & Lesmana, M. T. (2018). Pengaruh harga dan kualitas pelayanan terhadap keputusan pembelian konsumen (studi kasus pada alfamart di Kota Medan). In *Prosiding Seminar Nasional Vokasi Indonesia* (Vol. 1, No. 1, pp. 83-88).

- Novriana, E. R., Hermani, A., & Listyorini, S. (2013). Pengaruh kualitas produk dan kualitas pelayanan terhadap loyalitas pelanggan (studi kasus pada pelanggan grup 20 di lottemart wholesale Semarang). *Jurnal Ilmu Administrasi Bisnis*.
- Sejati, B. S. A., & Yahya, Y. (2016). Pengaruh kualitas produk, kualitas pelayanan, dan harga terhadap keputusan pembelian pada starbucks. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 5(3).
- Wahyuningsih, D. W. (2019). Pengaruh variasi produk, harga dan promosi penjualan terhadap keputusan konsumen dalam membeli motor yamaha n-max di Wonogiri. *Jurnal Ilmiah Edunomika*, 3(02).